

**Marked Agendas  
Approved Minutes  
Approved Reports**

# HISTORIC PRESERVATION COMMISSION

## REPORT



Meeting Date: December 7, 2017  
General Plan Element: *Preservation and Environmental Planning*  
General Plan Goal: *Enhance the quality of life in Scottsdale by protecting historical and archaeological resources.*

Item No. 3

### ACTION

---

**Case Name:** Snack Street Tenant Improvement, Pink Pony Building

**Case Number:** 3-HP-2013#4

**Location:** 3831 North Scottsdale Road

**Request:** Request approval of a Certificate of Appropriateness for building façade changes on an existing commercial building with approximately 8,000 square feet of building area, on a 0.2-acre site.

### OWNER

---

Tim Smith, Danny Little / SL, LLC  
(480) 947-1515

### ARCHITECT/DESIGNER

---

Robert Graham  
Motley Design Group  
(602) 254-5599

### APPLICANT CONTACT

---

Robert Graham  
Motley Design Group  
(602) 254-5599

### BACKGROUND

---

#### Zoning

The site is zoned Central Business, Downtown Overlay Historic Property (C-2 DO HP)  
Historic Property designation was approved by City Council on May 4, 2004 via Ordinance 3562

#### Historic Preservation Plan

Historic Preservation Design Guidelines for Pink Pony were approved by Historic Preservation Commission March 10, 2005.

#### Other Related Cases, References

August 31, 2011, Cases 2-HP-2011, The Historic Preservation Commission (HPC) approved a Certificate of Appropriateness for exterior modification, which were: 1.) removing half the length of the stone planters, 2.) moving the decorative Pink Pony logos to the sandstone veneer masses, 3.)

enlarging right window, 4.) changing left window to glass doors, and 5.) adding iron gates and fence for patio.

October 11, 2012, Case 357-SA-2012, HPC heard a presentation regarding a baseball mural on the alley side of the Pink Pony building. After determining that the Pink Pony guidelines do not include any defining features for the alley side of the building, staff approved the proposal.

October 10, 2013, Case 3-HP-2013, HPC approved a Certificate of Appropriateness for exterior modification, which were: 1.) replacing of the front entry with a movable wall, 2.) replacing and relocating the decorative Pink Pony ornaments, and 3.) repainting the front façade.

### **Context**

Located north of the intersection of North Scottsdale Road and East 1<sup>st</sup> Street, on the east side of North Scottsdale Road, the surrounding developments are commercial properties that follow the Downtown Plan Urban Design & Architectural Guidelines specific to the Old Town area with a “Western” image, covered walkways, and wood window framing.

### **Adjacent Uses and Zoning**

- North An alley, and farther north existing commercial buildings containing a restaurant and retail uses; zoned Central Business, Downtown Overlay (C-2 DO)
- South An existing restaurant; zoned Downtown Retail Specialty – Type-1, Downtown Overlay (D/RS-1 DO)
- East Parking lot, and farther east existing commercial buildings containing a restaurant and retail uses; zoned Central Business, Downtown Overlay (C-2 DO)
- West N. Scottsdale Road, and farther west an existing restaurant; zoned Downtown Office/Commercial – Type-2, Downtown Overlay (D/OC-2 DO)

### **Key Items for Consideration**

- Pink Pony Historic Preservation Plan: Design Guidelines

## **DEVELOPMENT PROPOSAL**

---

### **Goal/Purpose of Request**

The applicant’s request is for a Certificate of Appropriateness, and approval of a revised site plan, building elevations, and building sign. The proposed modifications include: 1.) Replacement of previously altered storefront with new framing and glazing, and doors. 2.) Building an ‘entry portal’ in front of the historic façade. 3.) Removal of the detailing on the fascia edge of the awning. 4.) Installation of a new sign. 5.) Removal of the decorative Pink Pony ornaments. 6.) Repainting the building with a new color scheme.

### **Neighborhood Communication**

The applicant sent notification post cards and posted a sign on the property. In addition, the property owner held an open house on September 6, 2017 to discuss the proposal. The City has posted a sign on the site identifying the project name, number, request, and HPC hearing date along with a heads-up postcard sent to all property owners within 750 feet of the property. Staff has

received a letter in opposition from a group of seven business and property owners in the Old Town area.

## **HISTORIC PRESERVATION PLAN CRITERIA ANALYSIS**

---

### **Description of historic property**

The Pink Pony Steakhouse Restaurant, was established in 1948 on the southwest corner of East Main Street and North Scottsdale Road. Charlie and Gwen Briley, the owners, moved the Pink Pony Restaurant to the subject building in 1970. Prior to the relocation, the storefront elevation of the building was modified and resembled the façade, as documented, in the Pink Pony Historic Preservation Plan: Design Guidelines. The Pink Pony Steakhouse Restaurant is representative of the period when the City became a major spring training baseball and tourist destination. It is also associated with Charlie Briley, who is considered “Arizona Sports Royalty” for his role in bringing the Cactus League to the City of Scottsdale, and establishing a nationally known destination for baseball fans.

The Pink Pony building helps to illustrate the evolutionary pattern of Downtown development as an art and tourism destination. The architecture of the Pink Pony is significant for its ability to illustrate the transition of the Downtown design theme from old west, used in the original design of the building for Sprouse-Reitz variety store, to the Post World War II modern southwestern style utilized for the Pink Pony’s west-facing building storefront.

### **Proposed work for a certificate of appropriateness**

The Pink Pony Historic Preservation Plan: Design Guidelines is the governing document approved by the Historic Preservation Commission for the Pink Pony. A Certificate of Appropriateness may be approved or denied. In accordance with the Zoning Ordinance’s Historic Property requirements, the Historic Preservation Commission shall use the approved Historic Preservation Plan to evaluate an application for a Certificate of Appropriateness for the property, ensuring the proposed modifications are consistent with the plan, as follows:

1. Retain the historic scale, massing, and proportions of the building.
  - The proposed modification affects the existing front façade of the building by adding an ‘entry portal,’ added massing above the canopy and on the sides of the main entry to the building. The massing would extend sixteen (16) inches above the existing parapet height. The applicant is proposing this new entry feature would be structurally independent of the original building and easily removable. Adding new massing to the building will take away from the simple, monolithic massing of the building.
  - Replacing the previously altered storefront (3-HP-2013) will affect the proportions of the building by creating a greater amount of window glazing.
  - The applicant is proposing to maintain the existing rectangular sandstone vertical features on the left and right ends of the west building elevation, the planter boxes on the sides of the entry, the canopy, and the center rectangular stucco parapet wall above the canopy, which will help maintain the rectangular form.

2. Additions or expansions to the building should occur at the rear and should be subordinate to the historic building and similar in scale, massing, and proportions, second story additions should be set back from the front façade.
  - The applicant is not proposing any additions or expansions to the building.
3. Repair or replacement of the roof should retain the parapet walls that obscure the low-pitch gable form.
  - No roof repairs are proposed and the parapet walls are being retained.
4. Repairs to the exterior walls and/or the new construction of exterior walls should match the existing materials, patterns, and texture.
  - The existing materials consist of stone, wood doors, glass windows, and stucco. The proposed material on the new 'entry portal' is a stucco with a limestone finish. The storefront system is proposed to include aluminum framing with a black anodized finish whereas the guidelines call for wood window frames.
5. Retain porch canopy and canopy detailing. Repair or replacement of the porch must be similar in form and appearance to the original.
  - The proposal includes retaining the canopy form, but removing the Southwestern pattern detail on the canopy fascia board trim, one of the buildings defining features.
6. The location and size of the narrow rectilinear windows should be retained to preserve interior privacy and low lighting.
  - The proposed storefront system includes rectilinear windows, but have been expanded the length of the storefront between the sandstone pillars and to the height of nine (9) feet. The preservation of interior privacy and low lighting will not be achieved, but privacy is not conducive to the change in use from restaurant to retail.
7. Repairs to the Pink Pony entry doors should retain the southwestern character reinforced with a double-leaf Kachina design door panels and heavy metal entry door fixtures.
  - The applicant has proposed the removal of the Pink Pony entry doors with southwestern character and the double-leaf Kachina design door panels. The proposed doors are primarily glass with a wood grain frame.
8. Repairs or replacement to planter boxes must retain the semicircular form and materials.
  - Planter boxes are being retained in the semicircular form and material
9. Repairs or replacement to the signage should use rustic wood lettering and an ornamental element is encouraged.
  - The signs proposed "SNACK STREET" has a white lettering on a red background and "WORLDS GREATEST SNACK STORE" sign under the canopy. Neither sign uses rustic wood lettering and does not have an ornamental element as the original sign did.
10. Repair or replacement of existing light fixtures should be designed with a low profile so they are not visually intrusive.
  - The applicant is proposing to maintain the existing light fixtures under the canopy and designed with a low profile so they are not visually intrusive.
11. Decorative Pink Pony ornament should be retained on some prominent portion of the primary façade.

- The applicant's proposal does not include the Pink Pony ornaments in the primary façade and do not appear on any of the building's proposed elevations.
12. Retaining the distinctive pink colors along the primary façade is encouraged.
- The applicant is proposing to paint the existing stucco finish a gray color (Sherwin Williams Gray Clouds, SW7658), the new 'entry portal' a color integrated white (101 Super White), and a black color (Sherwin Williams Iron Ore, SW7069) for the canopy fascia and base of the new 'entry portal.' None of the colors proposed in the pallet include pink.

**Development Information**

- Existing Use: Vacant
- Proposed Use: Retail
- Parcel Size: 8,747.78 square feet / 0.20 acres
- Building Size: 8,125.5 square feet

**STAFF RECOMMENDATION**

---

**Recommended Approach:**

- Staff recommends that the Historic Preservation Commission continue Snack Street Tenant Improvement, Pink Pony Building, 3-HP-2013#4, to allow for continued dialog regarding the application with staff, the area property owners and merchants for the purposes of;
  - adherent application of the provisions of the Pink Pony Historic Preservation Plan: Design Guidelines,
  - revising the proposal to remove of the Historic Property designation on the property,
  - or the designation of the site as a Landmark

**OPTIONS FOR CERTIFICATE OF APPROPRIATENESS**

---

- Approve as submitted with reference to how the project meets the guidelines
- Approve selected elements, deny others, referencing relevant design guidelines for decision
- Approve with stipulations
- Continue case to allow time for additional work or information to be provided
- Deny as submitted with reference to how the project does NOT meet the guidelines

**RESPONSIBLE DEPARTMENT**

---

Planning, Neighborhood and Transportation  
Current Planning Services

**STAFF CONTACT**

---

Ben Moriarity Planner 480-312-2836 E-mail: [bmoriarity@ScottsdaleAZ.gov](mailto:bmoriarity@ScottsdaleAZ.gov)

**APPROVED BY**

---



Ben Moriarity, Report Author

11/20/17

Date



Steve Venker, Historic Preservation Officer

Phone: 480-312-2831 E-mail: svenker@ScottsdaleAZ.gov

11/29/17

Date

**ATTACHMENTS**

---

1. *Applicant's Narrative*
2. *Context Aerial*
- 2A. *Close-Up Aerial*
3. *Zoning Map*
4. *Site Plan*
5. *Building Elevations*
6. *Rendering*
7. *Paint colors*
8. *Neighborhood Notification*
9. *Letter in Opposition*
10. *Historic Significance and Integrity Assessment Report for Listing Pink Pony on the Scottsdale Historic Register*
11. *Pink Pony Historic Preservation Plan: Design Guidelines*

# Snack Street Tenant Improvement Pink Pony Building

## Project Narrative

### SUBJECT PROPERTY/BACKGROUND INFORMATION:

The subject of this project is the former site of the Pink Pony restaurant, on the east side of Scottsdale Road in Old Town Scottsdale. The building was listed on the Scottsdale Historic Register in 2005 because of its association with the Pink Pony from 1970 through the early 2000s. The HP Zoning Overlay carries with it a set of design guidelines for the building that affect what the owner can do with its exterior appearance. ("Pink Pony Historic Preservation Plan: Design Guidelines.") The guidelines require retention of the building's "character-defining features" and require that they be preserved, repaired or replaced (not removed or altered). The list of character-defining features that must be preserved includes most of the visible surfaces of the west facing (street side) façade as well as the general shape and massing.

The current building owner, SL, LLC purchased the building from the original Pink Pony owner in 2010. Since it was purchased, two different restaurant businesses, each of whom tried to preserve the connections to the original Pink Pony, have failed. As part of accommodating these tenants, in 2010 the building interior was remodeled. In 2013, the HP Commission approved removal of front planters, Pink Pony signs, and the north window on the west elevation, and the creation of a recessed patio on the west that could be closed with sliding doors. In 2014, the HP Commission approved removal of the wall and front doors below the canopy and flagstone columns. The building has been vacant for the last 18 months. Snack Street, LLC has come forward to lease the property for a new use.

### PROJECT DESCRIPTION:

Snack Street, LLC (Tenant) wishes to construct a new façade on the street side of the building. The design is an adaptation of their standard prototype design. The design is consistent with other locations of Snack Street nationally and needs to remain consistent with the others for branding identity and marketing purposes. A rendering of the proposed design is attached.

Snack Street wishes to complete the project for an opening in February or March of 2018.

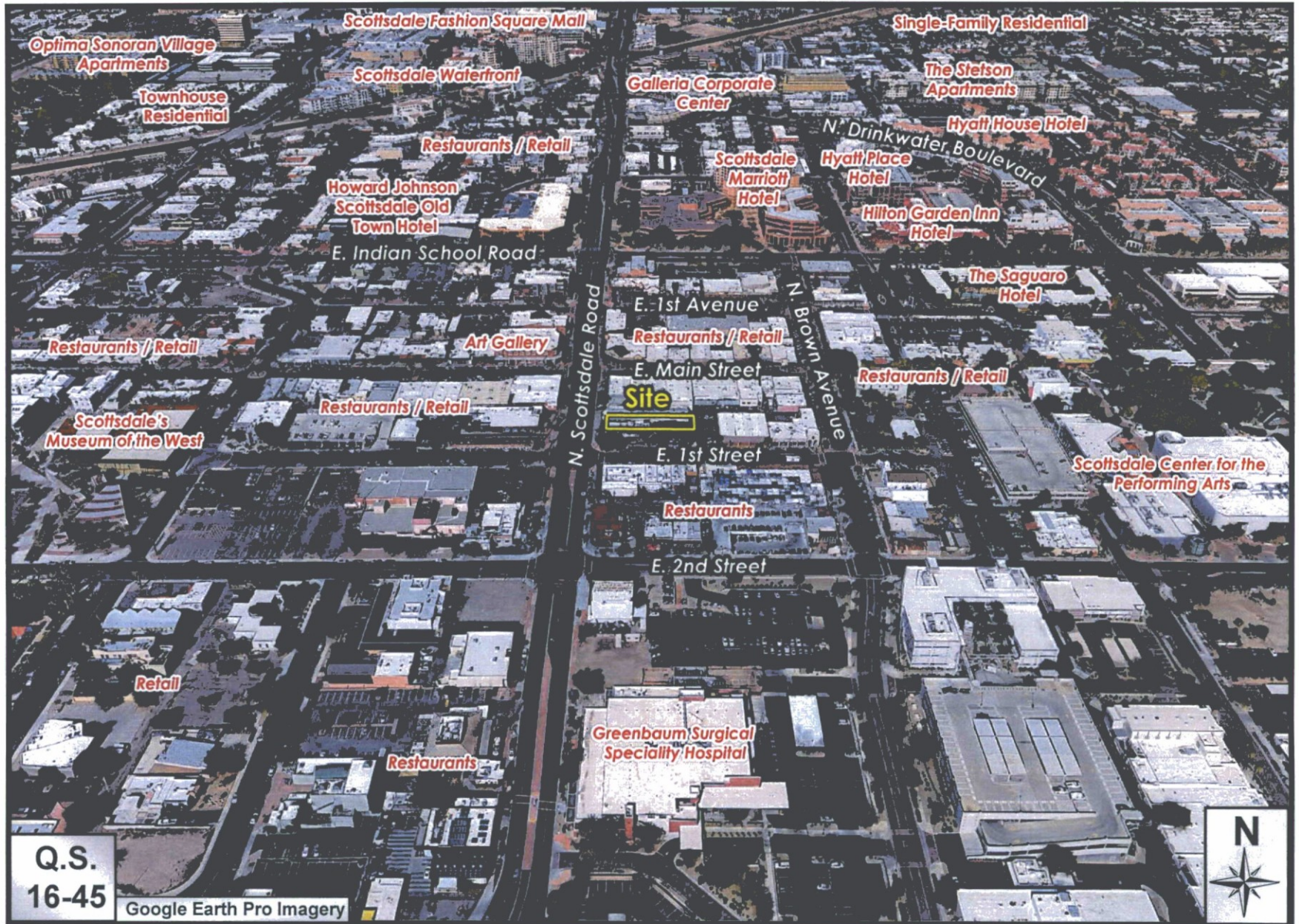
### OUTLINE OF REHABILITATION WORK:

The proposed façade design preserves most of the existing remaining historic elements of the Pink Pony's façade, including the stone-faced masses at each end of the façade; the stucco panel spanning between them; the curved planter walls; and the curved entry canopy that extends over the walkway. The new alterations for Snack Street include replacement of the (previously altered) storefront with new glazing; installation of an entry portal and building sign in front of the historic façade (the main element of Snack Street branding); and simplification of the awning by removing the replicated detailing along the fascia-edge. The color scheme proposed for the rehabilitation reflects Snack Street's prototype, compromised to lighter, more muted colors overall in compliance with the downtown design guidelines as well as the historic character of the original building.

### HOW THE PROPOSED WORK MEETS PRESERVATION DESIGN GUIDELINES:

- The character-defining elements of the building (that are not later alterations) have been preserved.

- The new entry feature is structurally independent of the original building, and the original building is only lightly touched by it. There is “air” between the new entry feature and the historic parapet, and the new alteration is entirely reversible.
- The design of the new storefront is compatible with the character of the historic building, replacing later altered storefronts while using the original structural openings to support the new glazing systems and entry doors.
- While the edge detailing on the awning is being removed to harmonize the awning’s design with the modernist character of the Snack Street brand, the items being removed are replicas, not original features, and could be replicated again in the future without any impact to the historical integrity of the building.



Q.S.  
16-45

Google Earth Pro Imagery

Snack Street Tenant Improvement, Pink Pony Building

3-HP-2013#4



Q.S.  
16-45

Google Earth Pro Imagery

E. 1st Street



Snack Street Tenant Improvement, Pink Pony Building

3-HP-2013#4



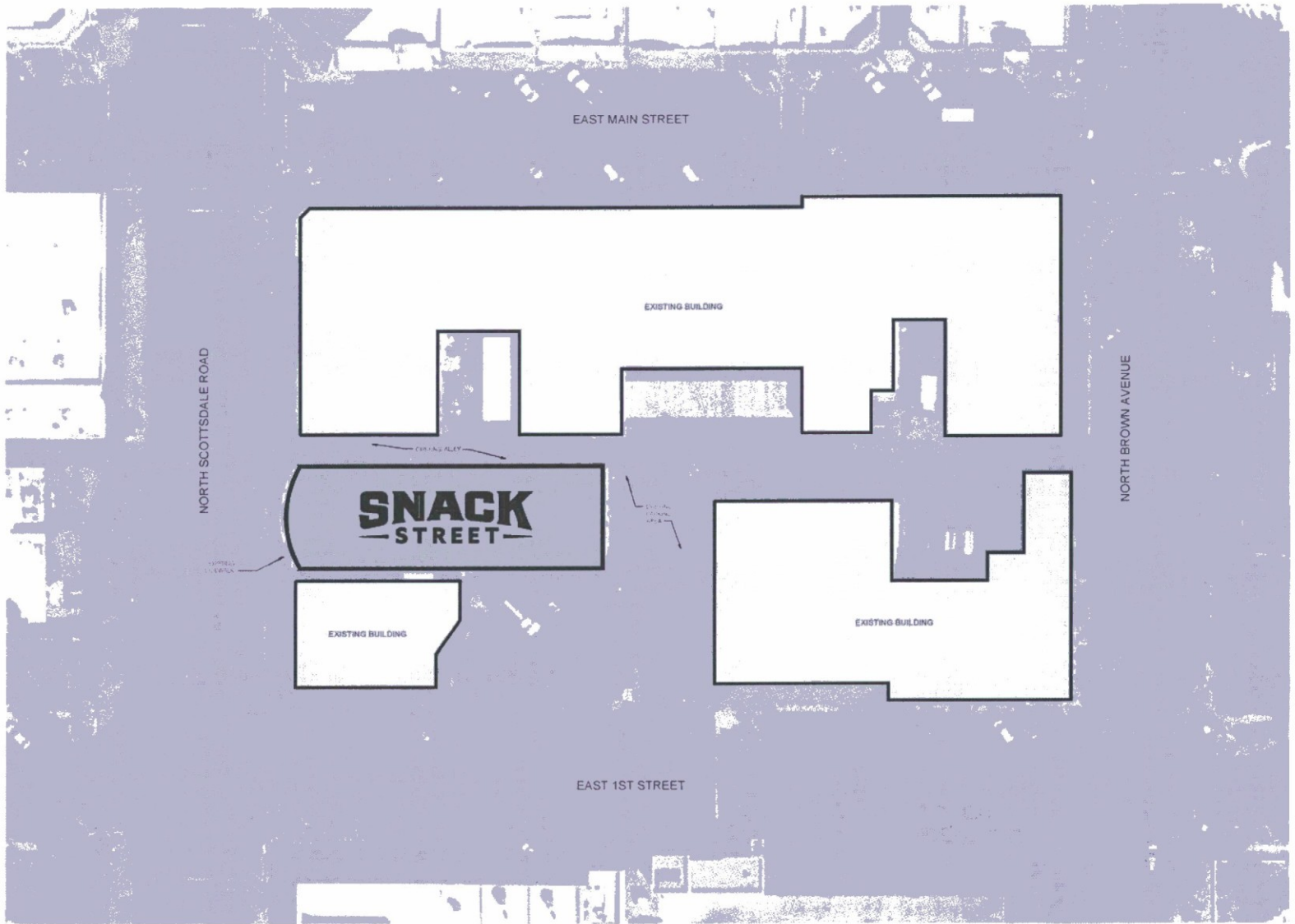
Q.S.  
16-45

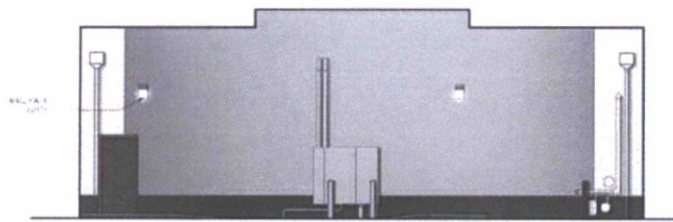
2016 GIS Orthophoto

E. 1st Street

Snack Street Tenant Improvement, Pink Pony Building

3-HP-2013#4





EAST



WEST



NORTH



**SNACK**  
— STREET —

SNACK STREET - SCOTTSDALE, ARIZONA

**m** L2M  
ARCHITECTS

ChangeUp



tion  
-0"



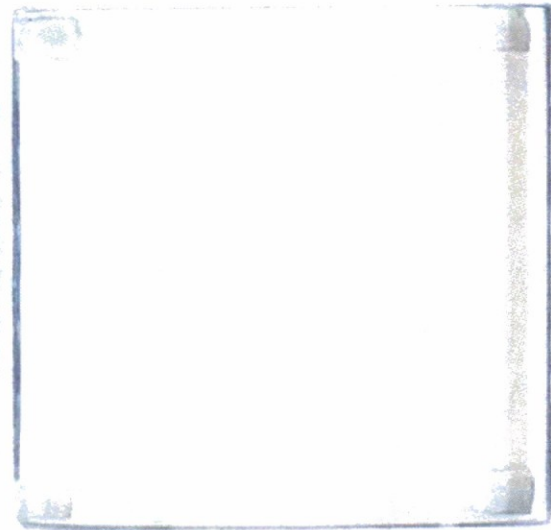
aint



**EP-2 Exterior Paint**  
 Sherwin Williams  
 Iron Ore  
 SW 7069



**SF-1 Storefront**  
 Kawneer  
 Permanodic Anodized Finish  
 Black 29



## Citizen Review Report

---

**OPEN HOUSE:** Was held at 6 PM Wednesday, September 6, 2017 at the former Pink Pony, 3831 N. Scottsdale Road. This was the only open house.

**NEIGHBORHOOD NOTIFICATION:** Was by first class letter. The mailing included information about the meeting itself, and also about the new use, the proposed design, and the potential need to de-list the property from the Scottsdale Historic Register. All addresses within 300 feet were notified by mailing postmarked August 24, 2017. Additional mailing to owners more than 300 but within 750 feet were notified by mail postmarked August 29, 2017.

**PROJECT UNDER CONSIDERATION SIGN:** Was posted on August 26, 2017. Content and format of the sign were as set forth in the Citizen Review Plan. Photo attached.

**NOTIFICATION MAP:** See attached.

**CONTACT LIST:** See attached.

**NOTIFICATION CONTENT:** Copy of 3-page mailing is attached.

**SIGN-IN & WRITTEN COMMENTS RECEIVED:** Copy of the sign-in sheet and the one comment received is attached.

### **SUMMARY OF OPEN HOUSE AND COMMENTS RECEIVED:**

The proposed preliminary elevation rendering was presented to attendees, as well as a new revised elevation with less impact to the historic facade. It was noted specifically that while the proposal initially was to proceed with a de-listing of the property from the city historic register in order to accomplish the facade design as originally presented in the mailing, that the applicant's plan now is to work within the historic designation to implement the revised design.

Attendees were generally positive about the project and the new facade design. One verbal comment was that the HP rules don't necessarily implement the "old west" character that many downtown property owners would prefer, but that the proposed design was in keeping with the historic building's original design and would be an acceptable alteration. The commentor indicated that she planned to submit her written comments directly to the city.

# Shack Street at the Pink Pony Building

## Citizen Review Plan

---

**OPEN HOUSE:** To be held at 6 PM Wednesday, September 6, 2017 at the former Pink Pony, 3831 N. Scottsdale Road. This is proposed to be the only open house.

**NEIGHBORHOOD NOTIFICATION:** Will be by first class letter. The mailing will include information about the meeting itself, and also about the new use, the proposed design, and the potential need to de-list the property from the Scottsdale Historic Register.

**PROJECT UNDER CONSIDERATION SIGN:** Will be posted on or prior to August 26, 2017. Content will be as follows.

# Early Notification of Project Under Consideration

## Neighborhood Open House Meeting

**Date:** September 6, 2017  
**Time:** 6:00 P.M.  
**Location:** The Pink Pony Building,  
3831 North Scottsdale Road

**Site Address: 3831 North Scottsdale Road, Scottsdale, AZ 85251**

### Project Overview:

- **Request:** to remove the Historic Preservation zoning overlay in order to allow modification of the building.
- **Description of Project and Proposed Use:** Modification of street facing (west) façade to reflect new tenant's standard store appearance. The proposed use is for "Snack Street," the World's Greatest Snack Store.
- **Site Acreage:** .20 ac.
- **Site Zoning:** C-2 DO HP

**Applicant/Contact:** SL LLC / Tim Smith    **City Contact:** Dan Symer

**Phone Number:** (480) 947-1515    **Phone Number:** (480) 312-4218

**Email Address:** tim@gssco.com    **Email Address:** dsymer@scottsdaleaz.gov

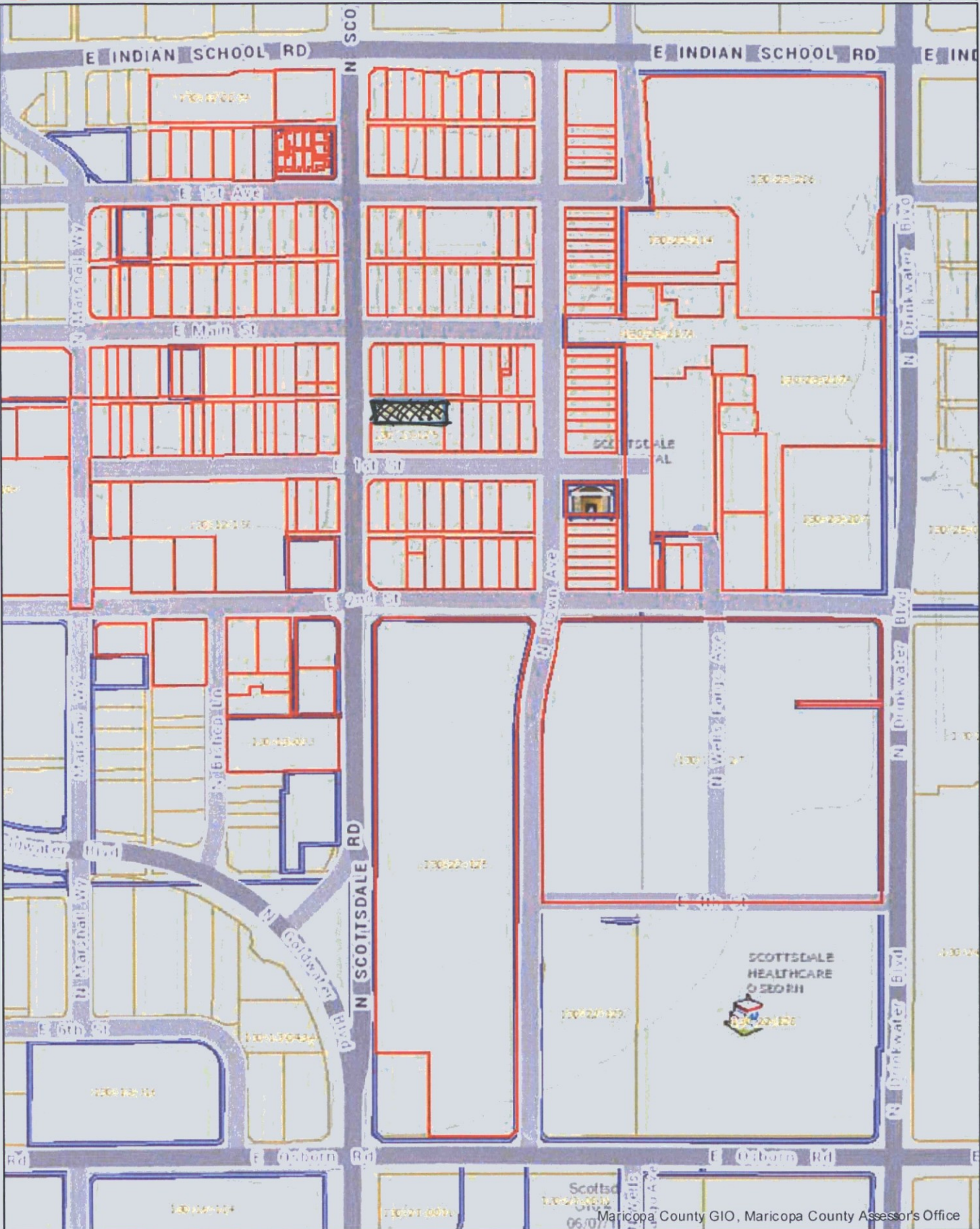
**Pre-Application #** 472-PA 2017    **Available at City of Scottsdale:** 480-312-7000

**Project information may be researched at:**

<https://eservices.scottsdaleaz.gov/bldgresources/PreApp/Search>

**Posting Date: August 26, 2017**

- **Penalty for removing or defacing sign prior to posting hearing notification sign**
- **Applicant Responsible for Sign Removal**



7025 E OSBORN

SCOTTSDALE, AZ 85251

ACSM PROPERTIES LLC

7211 E MAIN ST

SCOTTSDALE, AZ 85251

BANK OF AMERICA ARIZONA (IMPS-LEASE)

101 N TRYSON ST

CHARLOTTE, NC 282550001

BISCHOFF FAMILY LP

7247 MAIN ST

SCOTTSDALE, AZ 85251

FLOYD INVESTMENTS LP

6939 5TH AVE

SCOTTSDALE, AZ 85251

GDO LIMITED PARTNERSHIP LLLP

3925 N SCOTTSDALE RD

SCOTTSDALE, AZ 85251

JF VENTURES LLC

6900 E 2ND ST

SCOTTSDALE, AZ 85251

7169 E MAIN ST

SCOTTSDALE, AZ 85251

ANSELM & HONG LLC

7247 E MAIN ST

SCOTTSDALE, AZ 85251

BISCHOFF FAMILY LIMITED PARTNERSHIP

2040 4TH ST NW

ALBUQUERQUE, NM 87102

CONSTANCE M LEARNIHAN REVOCABLE TRUST

14527 COSTA MESA DR

LA MIRADA, CA 90638

FOUAD HAKIMEH AND MALAKE HAKIMEH LIVING TRUST

6429 E MARILYN RD

SCOTTSDALE, AZ 85254

HOUSTONS RESTAURANTS INC

2525 E CAMELBACK

PHOENIX, AZ 85016

KAS HOLDING LLC

7229-7233 E MAIN ST

SCOTTSDALE, AZ 85251

Aug. 26, 2017

1 of 2

7247 E MAIN ST

SCOTTSDALE, AZ 85251

MARION LLC

PO BOX 28576

SCOTTSDALE, AZ 85255

MS WHITE ENTERPRISES LLP

6245 E MCDONALD DR

PARADISE VALLEY, AZ 85253

PERNA HOLDINGS L L C

7245 E MAIN ST

SCOTTSDALE, AZ 85251

SABA BROTHERS RENTALS LLC

3270 N COLORADO ST

CHANDLER, AZ 85225

SCOTTSDALE CITY OF

3939 CIVIC CENTER BLVD

SCOTTSDALE, AZ 85251

SINGH RANDHIR/GURDEEP K

5552 W PARKVIEW LN

GLENDAL, AZ 85310

P O BOX 14567

SCOTTSDALE, AZ 852674884

MOUNTAIN STATES TELEPHONE & TELEGRAPH CO

1801 CALIFORNIA ST

DENVER, CO 80202

OLSON TERRY L

2649 E ARROYO CHICO

TUCSON, AZ 85716

RUSTY SPUR BUILDING LLC

6207 E CALLE REDONA

SCOTTSDALE, AZ 85251

SABA:S STORES INC

3965 N BROWN AVE

SCOTTSDALE, AZ 85251

SHIPP LTD

PO BOX 356

SCOTTSDALE, AZ 85252

UNIQUE INC

7232 E 1ST ST

SCOTTSDALE, AZ 852530000

3408 N Paulte Wy  
Unit #5  
Scottsdale, AZ 85251

6720 N Scottsdale Rd  
Unit #261  
Scottsdale, AZ 85253

Andrea Moscarello  
Scottsdale Council of HOAs (SCOHA)  
6720 N Scottsdale Rd  
Unit #261  
Scottsdale, AZ 85253

HUAS CONTACTED AUG. 26, 2017

PROP. OWNERS NOTIFIED AUG. 29 2017 -

300' - 750' DISTANCE

1 of 3

me	Address	City	State	Zip
TH & UNIVERSITY LLC	428 E THUNDERBIRD RD 445	PHOENIX	AZ	85022
T AVE SCOTTSDALE LLC	1234 E 17TH ST	SANTA ANA	CA	92701
PIMA PLAZA LLC	7220 E FIRST AVE	SCOTTSDALE	AZ	85251
D SDALE LLC	6621 N SCOTTSDALE RD	SCOTTSDALE	AZ	85250
03 E MAIN LLC	7340 E MAIN ST SUITE 200	SCOTTSDALE	AZ	85251
16 E FIRST AVE LLC	7116 E 1ST AVE STE 101	SCOTTSDALE	AZ	85258
19 LLC	1702 E HIGHLAND AVE SUITE 310	PHOENIX	AZ	85016-4666
53 SCOTTSDALE MALL LLC	833 N JEFFERSON ST	MILWAUKEE	WI	53202
63 LLC	7340 E MAIN ST STE 200	SCOTTSDALE	AZ	85251
T NINE LLC	10575 N 99TH PL	SCOTTSDALE	AZ	85258
VARO C CORRAL LIMITED PARTNERSHIP	15544 N PIMA RD	SCOTTSDALE	AZ	85260
AGON-ZAGEBAYLO ROSEMARY ETAL	108 SOUTH RALEIGH AVE	ATLANTIC CITY	NJ	08401
IC SCOTTSDALE HOLDINGS LLLP	3225 N CENTRAL AVE STE 100	PHOENIX	AZ	85012
ITS IN OLD TOWNE LLC	1420 E MISSOURI AVE	PHOENIX	AZ	85014
OLLINGER CHRISTOPHER S	7301 E 3RD AVE UNIT 119	SCOTTSDALE	AZ	85251
OLLINGER CHRISTOPHER S	4020 N SCOTTSDALE RD UNIT 3001	SCOTTSDALE	AZ	85251
RIDGE FINANCE LLC	8242 E DEL CADENA DR	SCOTTSDALE	AZ	85258
OOKS BUILDING INC	7229 E 1ST AVE #201	SCOTTSDALE	AZ	85251
AMELVIEW ADVENTURES INC	7121 E MAIN ST	SCOTTSDALE	AZ	85251
ARAZ PROPERTIES/THAJA GLOBA/SCHUBERTH JEAN E	P O BOX 8271	SCOTTSDALE	AZ	85252
AYTON PEPPERWOOD LLC	7340 E MAIN ST	SCOTTSDALE	AZ	85251
DHEN FRANK R	100 DETROIT ST UNIT 405	DENVER	CO	80206
OLLINS REALTY ASSOCIATES LLC	10 RYE RIDGE PLAZA 200	RYE BROOK	NY	10573
ORLEY RICHARD/BARBARA	107 FOX RUN RD	BOLTON	MA	01740
AVIS RICHARD JAMES/JEVENS THOMAS J/HEATHER A	737 OLIVE WY UNIT 2004	SEATTLE	WA	98101
EBORAH G SULLIVAN LIVING TRUST	4550 N QUARTZ HILL PL	TUCSON	AZ	85750
DOWNTOWN SCOTTSDALE GUIDON LLC	7154 E STETSON SUITE 330	SCOTTSDALE	AZ	85251
ST MAIN STREET PROPERTIES LLC	4300 N MILLER RD SUITE 104	SCOTTSDALE	AZ	85251
CKMANN JULI A	4020 N SCOTTSDALE RD UNIT 2007	SCOTTSDALE	AZ	85251
OGCOMB CONNER/JOHN L	4020 N SCOTTSDALE RD NO 2005	SCOTTSDALE	AZ	85251
RRIS JEREMY	4020 N SCOTTSDALE RD UNIT 2008	SCOTTSDALE	AZ	85251
X FARM INVESTMENTS LLC	4400 N SCOTTSDALE RD STE 9-743	SCOTTSDALE	AZ	85251
ANGOBBE INVESTMENT FUND LLC	707 W MISSOURI A	PHOENIX	AZ	85013

OBE-CHASE PROPERTY LLC	6730 N SCOTTSDALE RD STE 250	SCOTTSDALE	AZ	85253
C BROWN AVENUE PROPERTY LLLP	4000 N CENTRAL AVE STE 1150	PHOENIX	AZ	85012
IB AZ PROPERTIES LLC	7130 E MAIN ST	SCOTTSDALE	AZ	85251
YS ROBERT LEO JR/STEFFANI L	7887 BROKEN ARROW RD	HEREFORD	AZ	85615
YSTACK HOLDINGS LLC	P O BOX 9787	SCOTTSDALE	AZ	85252
LYN H KRAWCZYK DECEDENTS TRUST/ETAL	6223 E CALLE REDONDA	SCOTTSDALE	AZ	85251
MORGAN CHASE BANK NATIONAL ASSOCIATION	1111 POLARIS PARKWAY SUITE 1E	COLUMBUS	OH	43240
ALIFE FAMILY TRUST	15215 N KIERLAND BLVD UNIT 308	SCOTTSDALE	AZ	85254
RSEN LARSEN ENTERPRISES LLC	4235 N MARSHALL WAY	SCOTTSDALE	AZ	85251
TISA L L C	708 CANYON RD STE 3	SANTA FE	NM	87501
MMER JAMES R/KAREN E	P O BOX 4280	SCOTTSDALE	AZ	85261
OTHER LLC	PO BOX 28576	SCOTTSDALE	AZ	85255
ABEL K WEIRICH TR THE	4800 N 68TH ST UNIT 351	SCOTTSDALE	AZ	85251-1134
AIN STREET PROPERTIES 7149 LLC	4300 N MILLER RD STE 104	SCOTTSDALE	AZ	85251
ARILYNN ANN ATKINSON FAMILY TRUST	5916 E EDGEMONT	SCOTTSDALE	AZ	85257
ARTINEZ ELIAS P/ELODIA M TR	8402 E MUSTANG TR	SCOTTSDALE	AZ	85258
ILENA LLC	4300 N MILLER RD STE 104	SCOTTSDALE	AZ	85251
ELSON BARNUM INTERIORS LTD	7135 E 1ST AVE	SCOTTSDALE	AZ	85251
EUTA PROPERTIES LLC	10876 E PARADISE DR	SCOTTSDALE	AZ	85259
LD TOWN 7228 LLC	7228 E 1ST AVE	SCOTTSDALE	AZ	85251
LD TOWN RETAIL LLC	7660 FAY AVE 845	LA JOLLA	CA	92037
ROVAN WILLIAM A TR	310 E MEDLOCK DR	PHOENIX	AZ	85012
JR LADY OF PERPETUAL HELP ROMAN CATHOLIC PAR	400 E MONROE	PHOENIX	AZ	85004
ARK PARK LLC	7340 E MAIN ST #200	SCOTTSDALE	AZ	85251
CL LLC	127 MINNIE ST STE 200	FAIRBANKS	AK	99701
MC ENTERPRISES LLC	4414 N CIVIC CENTER PLZ STE 100	SCOTTSDALE	AZ	85251
ONDER LEVY PROPERTIES	7236 E 1ST AVE	SCOTTSDALE	AZ	85251
ONSONNET HUGO D/LAURA T	7175 E CAMELBACK RD UNIT 102-2	SCOTTSDALE	AZ	85251
AUPP GREGORY B	7257 E CACTUS WREN RD	SCOTTSDALE	AZ	85250
CHARD E GARCIA REVOCABLE TRUST	9427 N 115TH PL	SCOTTSDALE	AZ	85251
DRICK JAMES	4020 N SCOTTSDALE RD UNIT 2010	SCOTTSDALE	AZ	85251
OSS FASANO REVOCABLE TRUST	4020 N SCOTTSDALE RD UNIT 3002	SCOTTSDALE	AZ	85251
RRAR PROPERTIES LLC	3945 N BROWN AVE	SCOTTSDALE	AZ	85251
VAGE FAMILY PARTNERSHIP LTD	#7 PARLIAMENT PLACE	DALLAS	TX	75225-0000

VARESE ANTHONY F  
 OTTSDALE HEALTHCARE HOSPITALS  
 OTTSDALE POST #44 AMERICAN LEGION  
 ARLES WARREN L/MARY L TR  
 JONSON BUILDINGS INC  
 NG FOUR INVESTMENTS INC  
 DELL SCOTTSDALE LLC  
 V-WB LLC  
 ALZ LESLIE  
 ILLERT LAURA T

4949 E LINCOLN DR VILLA 6  
 3604 WELLS FARGO STE C  
 7145 E 2ND ST  
 14555 N SCOTTSDALE RD STE 140  
 3402 N 36TH ST  
 PO BOX 1264  
 4000 N DRINKWATER BLVD  
 7500 E MCDONALD DR STE-100A  
 PO BOX 39  
 4020 N SCOTTSDALE RD UNIT 2011

PARADISE VALLEY	AZ	85253
SCOTTSDALE	AZ	85251
SCOTTSDALE	AZ	85251
SCOTTSDALE	AZ	85254
PHOENIX	AZ	85018
MERCER ISLAND	WA	48040
SCOTTSDALE	AZ	85251
SCOTTSDALE	AZ	85250
MAJOR SAKS	SK	SOL 2H0
SCOTTSDALE	AZ	85251

# Snack Street at the Pink Pony Building Citizen Review Open House

PRUP OWNERS #  
HOA'S 1 of 3

## You are invited to attend an

**OPEN HOUSE:** To be held at 6 PM Wednesday, September 6, 2017, at the Pink Pony building, 3831 N. Scottsdale Road.

**Applicant/Contact:** SL LLC / Tim Smith

**City Contact:** Dan Symer

**Phone Number:** (480) 947-1515

**Phone Number:** (480) 312-4218

**Email Address:** tim@gssco.com

**Email Address:** dsymer@scottsdaleaz.gov

**Pre-Application #** 472-PA 2017

**Available at City of Scottsdale:** 480-312-7000

## Project information may be researched at:

<https://eservices.scottsdaleaz.gov/bldgresources/PreApp/Search>

**APPLICATION TYPE:** Rezoning (Removal of Historic Preservation Zoning Overlay)

**EXISTING ZONING:** C-2 DO HP

**PROPOSED ZONING:** C-2 DO

**PROJECT LOCATION:** 3831 N. Scottsdale Rd., Scottsdale, AZ

## SUBJECT PROPERTY/BACKGROUND INFORMATION:

The subject of this project is the former site of the Pink Pony restaurant, on the east side of Scottsdale Road in Old Town Scottsdale. The building was listed on the Scottsdale Historic Register in 2005 because of its association with the Pink Pony from 1970 through the early 2000s. The HP Zoning Overlay carries with it a set of design guidelines for the building that affect what the owner can do with its exterior appearance. The guidelines require retention of the building's "character-defining features" and require that they be preserved, repaired or replaced (not removed or altered). The list of character-defining features that must be preserved includes most of the visible surfaces of the west facing (street side) façade as well as the general shape and massing.

The current building owner, SL, LLC purchased the building from the original Pink Pony owner in 2010. Since it was purchased, two different restaurant businesses, each of whom tried to preserve the connections to the original Pink Pony, have failed. As part of accommodating these tenants, in 2010 the building interior was remodeled. In 2013, the HP Commission approved removal of front planters, Pink Pony signs, and the north window on the west elevation, and the creation of a recessed patio on the west that could be closed with sliding doors. In 2014, the HP Commission approved removal of the wall and front doors below the canopy and flagstone columns. The building has been vacant for the last 18 months. Snack Street, LLC, the "World's Greatest Snack Store," has come forward to lease the property.

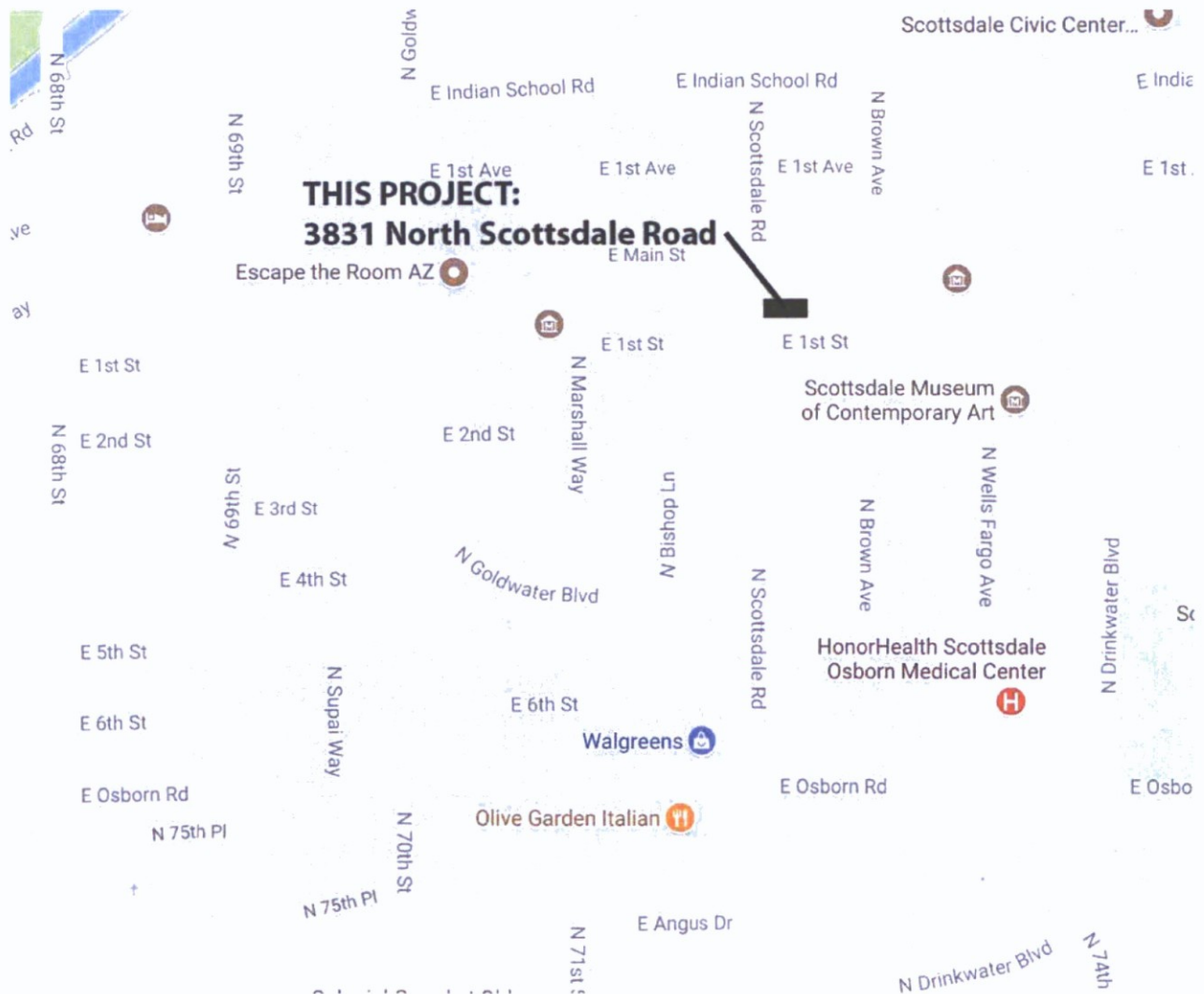
## PROJECT DESCRIPTION:

Snack Street, LLC (Tenant), the "World's Greatest Snack Store," wishes to construct a new façade on the street side of the building. The design is a slight adaptation of their standard prototype

design. The design is consistent with other locations of Snack Street nationally and needs to remain consistent with the others for branding identity and marketing purposes. The design does not comport with the design guidelines under the HP zoning overlay. A rendering of the proposed design is attached. Snack Street wishes to complete the project for an opening in February or March of 2018.

The building owner is compelled to pursue this action by economic circumstance. No other tenants have come forward who are interested or willing to preserve the building exterior as it is. Because of the building's importance, the owner wishes to honor the history of the Pink Pony regardless of its historic preservation status. As part of the project, they propose to construct an historical/artistic installation that will include graphics and artifacts interpreting the Pink Pony as an institution, which operated in two different locations over its fifty-year association with Charlie Briley and served such an important role in the social history of Scottsdale.

### PROJECT LOCATION MAP:



3 of 3



**Snack Street Tenant Improvement at the Pink Pony Building, 3831 N. Scottsdale Rd. Proposed Street Façade Elevation**

**Snack Street at the Pink Pony Building**

Public Open House

Scottsdale, Arizona

6:00 P.M., September 6, 2017

SIGN-IN SHEET

3831 North Scottsdale Road, Scottsdale, AZ

Name	Address/Representing	Phone or Email
Danny Little	owner	danny@dwlco.com
Marilyn Atkins	Property owner	marilynna@cox.net
Elizabeth Cavalliere	owner	Lisi1966@aol.com
George Cavalliere	Cavalliere Block	Lisi1966@aol.com
Susan McLaughlin	Rusty Per Saloon	chayron@aol.com
TSUB GRAM	MOTLEY DESIGN GROUP	gram@motleydesigngroup.com

THIS IS THE ONLY WRITTEN COMMENT SUBMITTED.

**Snack Street at the Pink Pony Building**  
**Scottsdale, Arizona**  
**COMMENT SHEET**

**Public Open House**  
 6:00 P.M., September 6, 2017  
 3831 North Scottsdale Road, Scottsdale, AZ

Comments:

Proposed Facade design  
 looks great!

(Optional)

Susan McLaughlin  
 Rusty Per Saloon  
 7245 E Main St. chayron@aol.com

Name

Address

Phone or Email

com

# Early Notification of Project Under Consideration

## Neighborhood Open House Meeting

Date: September 6, 2017  
Time: 6:00 P.M.  
Location: The Pink Pony Building,  
3831 North Scottsdale Road

Site Address: 3831 North Scottsdale Road, Scottsdale, AZ 85251

### Project Overview:

- Request: to remove the Historic Preservation zoning overlay in order to allow modification of the building
- Description of Project and Proposed Use: Modification of street facing (west) façade to reflect new tenant's standard store appearance. The proposed use is for "Snack Street," the World's Greatest Snack Store.
- Site Acreage: 25 ac.
- Site Zoning: C-2 DO HP

Applicant Contact: SL LLC / Tim Smith

City Contact: Dan Symer

Phone Number: (480) 947-1515

Phone Number: (480) 312-4218

Email Address: [tim@sgasco.com](mailto:tim@sgasco.com)

Email Address: [dsymer@scottsdaleaz.gov](mailto:dsymer@scottsdaleaz.gov)

Pre-Application #: 472-PA-2017

Available at City of Scottsdale: 480-312-7200

Project information may be researched at:  
<https://eservices.scottsdaleaz.gov/bldgresources/PreAppSearch>  
Posting Date: August 26, 2017

• Penalty for removing or disturbing sign prior to posting hearing hearing notification sign  
• Applicant Responsible for Sign Removal

## Moriarity, Ben

---

**From:** Marilyn.A@cox.net  
**Sent:** Friday, November 17, 2017 10:19 PM  
**To:** Marilyn.A@cox.net; Venker, Steve; Moriarity, Ben; Grant, Randy; 'Richard Garcia'; George & Elizabeth; jhandley@earthlink.net; JoAnn Handley; Adam; 'Susan Seiter'; 'Debbie Saba'; 'hnplos'; 'Blen@mac.com'  
**Subject:** RE: SNACK STREET/PINK PONY

NO BLACK

-----Original Message-----

**From:** [Marilyn.A@cox.net](mailto:Marilyn.A@cox.net) [mailto:[Marilyn.A@cox.net](mailto:Marilyn.A@cox.net)]  
**Sent:** Friday, November 17, 2017 10:08 PM  
**To:** [Svenker@scottsdaleaz.gov](mailto:Svenker@scottsdaleaz.gov); 'Moriarity, Ben'; 'Grant, Randy'; 'Richard Garcia'; George & Elizabeth; 'jhandley@earthlink.net'; JoAnn Handley; Adam; 'Susan Seiter'; 'Debbie Saba'; 'hnplos'; 'Blen@mac.com'  
**Subject:** FW: SNACK STREET/PINK PONY  
**Importance:** High

SNACK STREET/PINK PONY

---

Historic Property Commission

Re: Snack Street/Pink Pony

The Old Town Scottsdale Committee - Historic has had the opportunity to review the Snack Street Case for proposed changes to the front of the Pink Pony building. This would be the third exterior changes to this structure in the last several years. The second change in 2013 altered about 1/3 of the building's facade resulting in a loss to the history of the structure. Now the new request would further erode what small character remains by:

Windows run horizontal with black metal trim gives a contemporary to the look of the building.

Curved walkway cover would be removed and replaced with a straight cover. The curved cover a part of the historical design and needs to remain.

The Billboard size Snack Street Sign frame starts from the sidewalk level, travels to the top of the building and down the other side. This creates a massive sign not in keeping with Old Town or with the Pink Pony Building. It is a major change to the entire building.

Note: black trim at the sidewalk and then continues white. This is part of the billboard look.

Windows run to the floor level. There should be a 10" wooden kick plate.

The new material for this bold sign frame is not suitable or allowed even

The building would now become CONTEMPORARY which is inappropriate for not only Old Town but for the history of the Pink Pony.

Two of the key elements left of the Pink Pony building are the rock walls and rock planter boxes. This erosion to a historical structure should not be allowed. Two of our committee members have HP buildings: Richard Garcia's Porter building was the first post office. George and Elizabeth Cavalliere's Blacksmith Shop is 106 years old. It is still a working Blacksmith Shop owned and operated by the same founding family. The Pink Pony is where Scottsdale's Baseball History began and the ball players hung out. They understand the respect of the Historical History of Scottsdale. If we keep allowing bits and pieces being taken away or thoughtlessly added new unsuitable material soon Scottsdale will have nothing left.

It is our request these changes not be approved but instead request the applicant to keep more elements of the original design.

Sincerely,

Marilynn Atkinson  
JoAnn Handley  
George Cavalliere  
Elizabeth Cavalliere  
Blen Shipp  
Richard Garcia  
Debbie Saba

# **Historic Significance and Integrity Assessment Report for Listing Pink Pony on the Scottsdale Historic Register**

## **Pink Pony**

3831 North Scottsdale Road, Scottsdale, Arizona  
Scottsdale Historic Register No. SHR -04-14  
Zoning Case No. 19-ZN-2003

### **Background**

The City Historic Preservation Office staff conducted an intensive survey of downtown Scottsdale with assistance from Arizona State University interns, local historians and architects during the period 2000-2001. The goal of the survey was to identify those properties that might be eligible for listing on the Scottsdale Historic Register. Approximately 750 properties, built for commercial use, were studied with particular emphasis on those properties that related to Scottsdale's historic development as an "Arts Colony and Tourist Destination." The Scottsdale Historic Preservation Commission and the members of the Commission's Historic Register Committee periodically reviewed the research collected and conducted field studies of the survey properties. Their relative significance and integrity were analyzed and compared. As a result of this effort, approximately two dozen properties were identified that merited further consideration for designation to the Scottsdale Historic Register for their association with important historic events and representation of the architectural influences that shaped Scottsdale development during the post World War II era. The building housing the Pink Pony restaurant was among those properties that were identified as having historic significance and a high degree of integrity of location, design, materials, setting and workmanship.

### **Description**

The Pink Pony building is located on a .21-acre parcel on Scottsdale Road in Scottsdale, Arizona and is listed under Maricopa County Assessor PIN #130-23-124. Constructed in 1954 by the variety store Sprouse-Reitz, the building was modified in 1970 for use by the Pink Pony Steak House after the business moved from their original downtown location. The Pink Pony has occupied it ever since. It is located in the heart of Old Town Scottsdale in a bustling area of retail shops, restaurants and offices.

The simple, rectilinear plan is oriented with its short, front façade to Scottsdale Road, the main north-south street in the downtown area of the City. The footprint of the 8,200 square foot building occupies the entire parcel. The main façade is constructed to the sidewalk, facing Scottsdale Road. An alley separates the Pink Pony from another building to the north and an asphalt parking lot is located at the rear, accessible from Main Street. Another business is located to its immediate south. The building is a hybrid of Western, Southwestern and Modern Styles.

The Pink Pony is a single story building constructed with concrete block exterior walls laid in a stretcher bond pattern. The front façade has three bays, two that project forward at both ends and a recessed central bay. The roof is a very low pitch gable sheathed in built up material. The roof form is almost totally hidden by a simple parapet along all four facades. The middle section of the rear façade parapet has five extra courses of block and the entire front parapet rises an

additional seven courses high, providing a false front to the building's main elevation. These parapet walls are features of the building's original Western Style design.

The building's street façade was modified in 1970 in a transition to a more Modern Southwestern Architectural Style. The projecting bays are now sheathed in broken courses of cut flagstone. This material is also used in the construction of two low planter walls that arc from the end bays to each side of the central entry doors. Stucco has been applied to the recessed bay façade, including the parapet wall. A stepped semicircular flat canopy projects over the sidewalk along the front facade. Four simple wood posts support the overhangs. Wood flush-board adorns the ceilings of both canopy levels. Recessed lighting cans also punctuate the ceilings. A southwestern patterned fascia on the main canopy and double entry doors with four Kachina design panels are also defining features of the building's architectural style.

Narrow horizontal windows framed in wood flank the entry above the stone planters. Exterior screens on both windows provide privacy and ensure low natural interior lighting, characteristics of steak house ambiance. Three steel casement windows punctuate the building's rear façade and two service doors provide access from the alley.

Rustic wood lettering with the business name and a pony logo adorn the false front façade. Two additional pink pony logos cut from wood are attached to the porch posts. This is the original Western Style signage for the business and it was reused when the Pink Pony reopened at this location.

### **History**

Sprouse-Reitz opened a new store of their nationally known variety chain in this building on October 14, 1954. Departing from their signature corporate design with a red-tile theme, the Scottsdale store was built instead in a Western Style with "an overhanging porch, shake shingles, and rustic sign in keeping with the town's western atmosphere." This theme was also carried inside with the use of Western wallpaper and natural oak grain fixtures. To further promote this atmosphere, the store's personnel even dressed in "Western garb" for the three day grand opening festivities.

The Chamber of Commerce deliberately cultivated an Old West identity for Scottsdale after proclaiming their community "The West's Most Western Town" in 1947. Almost immediately, downtown merchants began remodeling their buildings to reflect this adopted image and attract tourists who were vacationing at the nearby resorts and dude ranches. Newly constructed businesses also followed suit and in the 1950s the downtown took on a distinctly "Old West" appearance.

Following a prevailing trend in retail store design in the 1950s, Sprouse-Reitz was constructed with an open plan and large display windows on the street façade. The "open front" provided by the large windows ensured that the interior space also functioned as a street view display. The store's interior featured wide aisles and fluorescent lighting to further facilitate display of the almost 50,000 items of merchandise they offered for sale. Sparing no modern convenience, the building was also cooled for year round comfort with an 18 ton refrigeration unit.

Sprouse-Reitz operated from this building for more than 15 years until the Pink Pony Steak House took it over in 1970. The restaurant had been in business since 1947 at the southeast corner of Scottsdale Road and Main Street in the former Whitey's Café, which had been the first downtown business to remodel with Western features and "dress for the winter [tourist] trade." Known then as "Pings," it was originally owned by Ping Bell who later brought Claudia Ogden in as a partner. Ogden bought Bell out in 1949 with money she received from her good friend, developer Del Webb. Wanting to change the name, she consulted with another friend – artist Lew Davis – who thought up The Pink Pony and drew the pony logos still used today. Ogden also asked Charlie Briley to come work for her as the bar manager. Shortly thereafter she sold the restaurant to Briley for \$50,000 on a lease to buy option in 1950.

Briley remained proprietor of the Pink Pony until his death in 2002, leaving the restaurant to his wife Gwen who continues to oversee operations. Along the way, "The Pony" – as it is affectionately known – became a hangout for baseball greats, their fans and longtime locals. The establishment has received widespread acclaim. Baseball writer Roger Angell with *The New Yorker* touted it as "the best baseball restaurant in the land" and in 1986 *Sports Illustrated* declared it "the most popular hangout for baseball people in the civilized world."

Briley's route to ownership of the spring training landmark was fortuitous. As a kid in Kentucky he developed a passion for baseball, playing some as a left handed pitcher and traveling to Nashville on occasion to watch major league exhibition games. After hitchhiking from Kentucky to Arizona in 1936 to visit his sister, he stayed around Phoenix working the soda fountain at Walgreens and then as a meat salesman for Swift and Co. In 1942 he entered the Army and was assigned as a meat inspector. Returning to Phoenix after the war, Briley went to work as a bartender at The Steak House, a top restaurant in the area. There he met Del Webb, one of the restaurant's steadiest customers who had also become part owner of the New York Yankees. Briley and Webb talked baseball "by the hour" and it was through Webb that Briley met Claudia Ogden, the new owner of the Pink Pony who brought Briley over to tend the bar and subsequently sold him The Pink Pony.

At the time Briley acquired The Pink Pony, Phoenix was in its infancy as a spring training destination for major league baseball teams. Charlie Briley would soon have a hand in changing this. In the early 1950s Dizzy Dean, a pitching star Briley had met at a 1931 Nashville exhibition game, moved to town. Briley reintroduced himself and the two became fast friends. Dean became a Pony regular, talking up the restaurant and his buddy, Charlie Briley. Baseball aficionados took notice and began frequenting the establishment while in town. Momentum was building. After the Baltimore Orioles agreed to train in Scottsdale, Briley and nine other local businessmen pooled together \$56,000 to build Scottsdale Stadium in 1955.

Since that time a steady stream of spring training teams have come to Scottsdale and Briley's restaurant became their official "watering hole." The Pony was also a de facto office where trades and contracts were made and signed. Many baseball greats frequented the Pony including Ty Cobb, Ted Williams, Rogers Hornsby, Jimmy Foxx, Joe DiMaggio and Billy Martin. The inside of the restaurant is a virtual shrine to baseball with signed memorabilia, photos and the well-known caricature drawings of various ballplayers, coaches and other spring training regulars gracing much of the north wall. In the 1950s and 1960s Briley commissioned

Disney cartoonist Don Barkley to draw them for \$25 each, half paid in cash and half in trade. Gwen Briley continued the tradition in her own style after she and Charlie married in 1973. Over the years the restaurant also became a draw for the who's who of the social and political scene. Robert Wagner and Natalie Wood came for their wedding night dinner. Clark Gable, Senator Hubert Humphrey, and Senator Joseph McCarthy have eaten here. Cowboy star and California Angels owner Gene Autry had a favorite booth.

In 1970 Briley was forced to move the Pink Pony to its current location after a dispute with his landlord. He had earlier purchased the building in 1966 though Sprouse-Reitz stayed on as a tenant until The Pony took over. The remodeled façade incorporated Modern Southwest elements, borrowed from new buildings constructed in the late 1950s and 1960s as downtown businesses began transitioning from the strictly Western Style of the early postwar years. These changes in downtown building styles helped retailers stay current with an up-to-date image that "appealed to the same marketing impulses that merchants used to woo their customers."

The large display windows that characterized Sprouse-Reitz were partially in-filled to create privacy and block daylight from the interior of the steak house restaurant. Southwestern materials including stucco and cut stones were also applied to the main exterior facade. A flat projecting canopy with a semicircular form replaced the Western Style shake roof porch and sweeping planters were added to emphasize the fresh modern lines. A geometric patterned wood fascia, resembling the Native American influenced concrete panels that decorate the Hotel Valley Ho, was applied to the canopy. The interior was also remodeled to accommodate the building's new use. A kitchen was installed along with a prominent bar, 19 booths and 15 tables.

### **Significance**

The Pink Pony building is historically significant for its association with Scottsdale's Post World War II community planning and development patterns and for its association with the town's social history. It is representative of a period when the town became a major baseball spring training and tourist destination. It helps to illustrate the evolutionary pattern of downtown retail development during this vital era, with a core group of "movers and shakers" who guided the process and ensured its success. It is also important for its association with Charlie Briley, considered "Arizona Sports Royalty" for his role in bringing the Cactus League to Scottsdale and establishing a nationally known draw for the baseball crowd. The architecture of the Pink Pony also is significant for its ability to illustrate the transition of the downtown design theme from Old West to a Modern Southwestern Style.

The physical features of the Pink Pony building continue to express their association with these themes of significance. The building sits in its original location on Scottsdale Road, in a setting within the heart of bustling Old Town. The numerous art galleries, gift shops, restaurants, and entertainment venues that opened downtown during the postwar period made the area a prime destination for vacationing tourists from all over the Valley. Briley's restaurant has a key location only a half-mile walk from Scottsdale's baseball stadium, which he helped fund. Abutting a wide sidewalk and one of the City's major roads, the Pink Pony building continues to prominently address passing pedestrian and automobile traffic, a typical feature of downtown business establishments.

The blending of Modern, Western and Southwest Style architecture still convey the historic design intentions. These elements include an open plan that made the building readily adaptable to its new use. In addition, an exaggerated false front parapet wall and rustic signage express the Old West Style that local businessmen consciously promoted in the early postwar era of Scottsdale's downtown development. The flat, arcing porch canopy and planters reflect the trend toward use of modern features while the geometric fascia pattern illustrates the shift to Southwestern designs in the later years of the postwar era.

Specific materials also articulate the historic significance of the Pink Pony. The use of concrete block for the building's exterior walls was distinctly modern. Block was the least expensive and most readily available building material in the metropolitan area as a result of the phenomenal postwar success of the locally operated Superlite Builders Supply Company. In addition, wood flush-board canopy ceilings and lettering were used to influence the building's Western Style. The application of stucco and broken courses of cut flagstone to the front façade provided a Southwestern feeling. These materials reflect the innovative manufacturing practices that became possible in the postwar era with the application of new industrial technologies.

The Pink Pony's physical features continue to convey a sense of the building's historic character and its association with postwar development patterns, social history, and architectural styles in downtown Scottsdale.

# Pink Pony

## Historic Preservation Plan: Design Guidelines

Approved March, 2005 by HPC  
City of Scottsdale - Historic Preservation  
Program



## **INTRODUCTION**

It is the goal of the Scottsdale Historic Preservation Ordinance to protect and preserve those properties recognized and listed on the Scottsdale Historic Register. One of the mechanisms used to accomplish this is the development of a Historic Preservation (HP) Plan for the properties once they are designated. This plan for Pink Pony sets forth the objectives for the preservation of this important historic resource and identifies the procedures and future support the City could utilize to achieve its goals.

The goal of the Pink Pony HP plan is to ensure the preservation of those character-defining features that distinguish the property and contribute to its significance. It is the further goal of this plan to assist this historic property in maintaining its economic viability and continued use as a commercial property. Through future incentives, the City of Scottsdale intends to demonstrate that the practical considerations associated with aging downtown properties can be addressed and both its preservation and potential redevelopment in suitable locations can be realized.

The Pink Pony is located on a .21-acre parcel on Scottsdale Road. Constructed in 1954 by the variety store Sprouse-Reitz, the building was modified in 1970 for use by the Pink Pony Steak House after the business moved from their original downtown location. The Pink Pony has occupied it ever since.

The simple, rectilinear plan is oriented with its short, front façade to Scottsdale Road. The Pink Pony is a single story building constructed with concrete block exterior walls. The front façade has three bays, two that project forward at both ends and a recessed central bay. The building is a hybrid of Western, Southwestern and Modern Styles. It is located in the heart of Old Town Scottsdale in a bustling area of retail shops, restaurants and offices.

The Pink Pony's physical features continue to convey a sense of the building's historic character and its association with postwar development patterns, social history, and architectural styles in downtown Scottsdale.

The Pink Pony building is historically significant for its association with Scottsdale's Post World War II community planning and development patterns and for its association with the town's social history. It is representative of a period when the town became a major baseball spring training and tourist destination. It is important for its association with Charlie Briley, considered "Arizona Sports Royalty" for his role in bringing the Cactus League to Scottsdale and establishing a nationally known draw for the baseball crowd. The architecture of the Pink Pony also illustrates the transition of the downtown design theme from Old West to a Modern Southwestern Style.

The physical features of the Pink Pony building continue to express their association with these themes of significance. Charlie Briley's restaurant has a key location only a half-mile walk from Scottsdale's baseball stadium, which he helped fund. The blending of Modern, Western and Southwest Style architecture still convey the historic design intentions. Specific materials also articulate the historic significance of the Pink Pony and reflect the innovative manufacturing practices that became possible in the postwar era with the application of new industrial technologies.

## **DESIGN REVIEW**

An important component of the HP plan is the design guidelines that have been prepared to guide the "Review Process on Applications Requiring a Certificate of No Effect or Certificate of Appropriateness" as set forth in Section 6.122 of the HP ordinance. Section 6.122 represents the public action to regulate development that is necessary to achieve the preservation objectives of this HP plan. This regulation is not intended to prohibit alterations to the existing building or new development or construction within the designated historic property. Instead it is intended to: (1) guide the work that is done so that it does not adversely affect the historic characteristics that distinguish the Pink Pony and (2) provide compatibility of the new with the old. The regulations are limited to exterior work only.

### **DESIGN REVIEW PROCESS**

When a building permit is sought to do exterior work on the designated Pink Pony property, the Development Services Director will refer the request to the City's HP Officer to determine if the work requires a Certificate of No Effect or a Certificate of Appropriateness (C of A). If the "C of A" is required, and when the Development Review Board approval is also necessary, the HP Officer and the Zoning Administrator will confer to determine whether the preservation of historic character or development aspects of the proposed project dominates. In making this determination the following factors will be considered: (1) Do the HP Design Guidelines for the property specifically address the work proposed; and/or (2) the additional amount of lot coverage resulting from the proposed project; and/or (3) the percentage of building square footage being added; and/or (4) the percentage of the existing building footprint that is affected by the proposed work.

For those cases reviewed by the Historic Preservation Commission, the decisions of appropriateness (C of A) will be made according to the following principles that have evolved over time and reflect the accepted standards for historic preservation work today. These principles should be used in planning and undertaking work on the Pink Pony:

#### **Understand the Character-Defining Features**

Historic properties have specific physical characteristics that enable them to convey their association with historic events and people, illustrate historic building types, periods or methods of constructions and give them distinctive visual character. These features should be retained as part of any planned work, so as to not diminish the property's significance.

#### **Preserve, Protect and Maintain**

The identified character-defining features should be protected and maintained. Performing regular maintenance and upkeep is encouraged. This work will lessen the likelihood of the buildings needing major repairs or expensive replacement of features.

#### **Repair**

When character-defining features or materials become damaged or worn, repair should be done with the least degree of intervention possible. Repair should begin with patching and move to limited replacement in kind with matching materials and/or finishes.

#### **Replacement**

It is preferable to repair rather than replace but, when a feature is missing or the level of deterioration precludes repair, then replacement may be appropriate. Replacement should be with matching or compatible materials and repeat the original design. Features replaced or reconstructed should be reproduced according to physical evidence or archival documentation on its historic appearance.

## Pink Pony Character-Defining Features

### Site and Setting:

- Building located downtown at the street side setback
- Wide walkway adjacent to the building reinforces its pedestrian-oriented, urban character

### Massing and Form:

- Simple, monolithic massing
- Pedestrian scale created by one-story building height along street frontage
- Rectangular form
- Short side orientation of primary façade on Scottsdale Road



Wide sidewalk along Scottsdale Road



Rear and alley side elevations showing massing



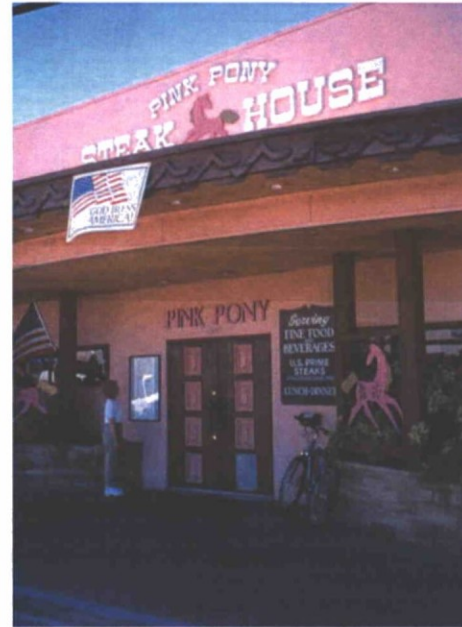
Simple rectangular massing of building along sidewalk

### Massing and Form Continued:

- Primary façade with two forward projecting corner elements and a recessed central entry bay
- Very low pitch gable roof form
- Parapet roof walls on all four façades, with a higher false front on the primary façade



Looking south at corner elements and parapets



Recessed entry



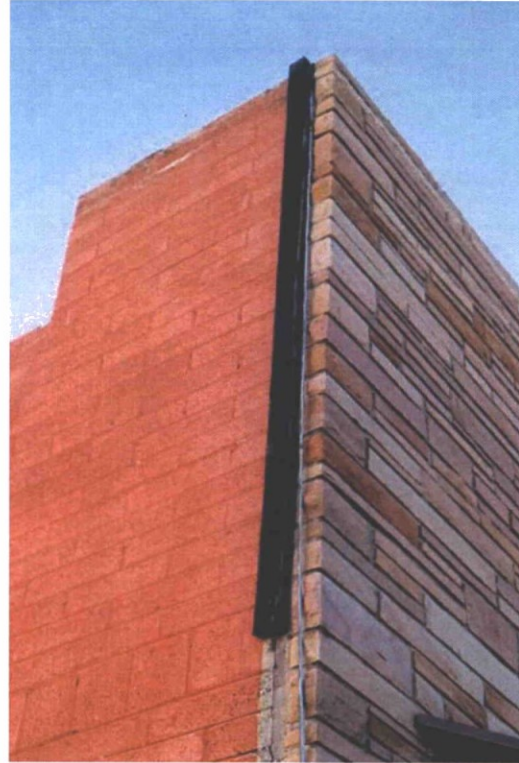
Parapets and simple massing

## Walls:

- Exterior walls constructed of concrete block
- Stucco skin with sand texture applied to recessed entry bay and parapet roof wall on the primary façade
- Random ashlar cut sandstone veneer on corner elements on the primary façade



Stucco wall around recessed entry



Block walls on alley and sandstone veneer on primary façade on corner element

### Porch, Windows and Doors:

- Wooden semicircular flat porch canopy projecting from the primary façade, with a stepped fascia, supported by four recessed wooden posts
- Narrow rectilinear windows with horizontal emphasis flanking entry doors
- Wood window frames



Semicircular canopy



Wooden posts supporting canopy and horizontal window



Canopy, wooden posts and horizontal windows by entry

### Porch, Windows and Doors Continued:

- Double-leaf wood entry doors with four raised panels on each door
- Kachina design on raised door panels and ornamental iron entry door hardware



Kachina panel



Entry doors with iron hardware

### Western and Southwest Modern Hybrid Ornamentation and Detailing:

- Low semicircular planter boxes flanking entry doors, projecting from recessed entry bay, clad in broken courses of cut sandstone and integrated with corner elements
- Southwestern patterned wood upper fascia board trims porch canopy
- Signage comprised of western style rustic wood letters and wooden pony logos applied to primary façade
- Recessed lighting can in porch canopy soffit



Planter boxes beside entry



Wood fascia board trim and recessed light underneath canopy



Canopy fascia and trim

## **Pink Pony Design Guidelines:**

1. Retain the historic scale, massing, and proportions of the building.
2. Additions or expansions to the building should occur at the rear and should be subordinate to the historic building and similar in scale, massing, and proportions. Second story additions should be set back from the front façade.
3. Repair or replacement of the roof should retain the parapet walls that obscure the low-pitch gable form.
4. Repairs to the exterior walls and/or the new construction of exterior walls should match the existing materials, patterns, and texture.
5. Retain porch canopy and canopy detailing. Repair or replacement of the porch must be similar in form and appearance to the original.
6. The location and size of the narrow rectilinear windows should be retained to preserve interior privacy and low lighting.
7. Repairs to the Pink Pony entry doors should retain the southwestern character reinforced with a double-leaf Kachina design door panels and heavy metal entry door fixtures.
8. Repairs or replacement to planter boxes must retain the semicircular form and materials.
9. Repairs or replacement to the signage should use rustic wood lettering and an ornamental element is encouraged.
10. Repair or replacement of existing light fixtures should be designed with a low profile so they are not visually intrusive.
11. Decorative Pink Pony ornament should be retained on some prominent portion of the primary façade.
12. Retaining the distinctive pink colors along the primary façade is encouraged.

